

We claim:

5        1. Packaging for housing at least one prescription product comprising customized graphics on at least some surface area of said packaging, said customized graphics being selected by the individual doctor prescribing said prescription product or the patient to receive said prescription product.

10        2. The packaging of claim 1 wherein said customized graphics are specified at the time an order for said prescription product is placed.

15        3. The packaging of claim 1 wherein the customized graphics identifies the person for whom the prescription product is for.

20        4. The packaging of claim 3 wherein said packaging does not identify the prescription.

25        5. The packaging of claim 1 wherein the customized graphics identifies said doctor prescribing said prescription product.

30        6. The packaging of claim 1 wherein said prescription product is shipped from the manufacturer having said customized graphics on said packaging.

35        7. The packaging of claim 1 wherein said packaging comprises primary packaging and secondary packaging and said customized graphics are present on at least some surface area of said primary packaging or said secondary packaging.

40        8. The packaging of claim 7 wherein said customized graphics are present on at least some surface area of said primary packaging.

9. The packaging of claim 1 wherein said prescription product is a contact lens.

10. The packaging of claim 9 wherein said packaging comprises primary packaging and secondary packaging and said customized graphics are present on at least some surface area of said primary packaging.

11. The packaging of claim 10 wherein said primary packaging is a blister pack comprising a bowl and lidstock, wherein said customized graphics is present on said lidstock.

12. The packaging of claim 11 wherein said graphics are printed onto said lidstock.

5 13. The packaging of claim 11 wherein said graphics are printed onto a label which is adhered to said lidstock.

10 14. The packaging of claim 9 wherein said packaging comprises primary packaging and secondary packaging and said customized graphics are present on at least some surface area of said secondary packaging, said secondary packaging being a carton.

15 15. The packaging of claim 14 wherein said customized graphics are printed onto said carton.

16. The packaging of claim 14 wherein said graphics are printed onto a label which is adhered to said carton.

20 17. The packaging of claim 1 wherein said graphics comprise alphanumeric characters.

18. The packaging of claim 1 wherein said graphics comprise pictures.

25 19. The method of producing customized packaging which houses at least one prescription product, wherein said packaging is customized by the individual doctor prescribing and/or said patient receiving said at least one prescription product comprising the steps of:  
receiving an order for at least one prescription product from said doctor or a refill order from said patient; and  
printing out customized graphics specified by said doctor or said patient for said package for at least one prescription product.

30 20. The method of claim 19 wherein said printing step entails printing said customized graphics on primary packaging for said prescription product.

35 21. The method of claim 19 wherein said printing step entails printing said customized graphics on secondary packaging for said prescription product.

22. The method of claim 19 wherein said printing step entails printing said customized graphics onto a label.

40 23. The method of claim 22 further comprising the step of varnishing the label.

24. The method of claim 22 wherein after said printing step the method further comprises the step of adhering said label onto said packaging.

5 25. The method of claim 19 wherein the prescription product is a contact lens.

10 26. The method of claim 22 wherein said label has a label identification means.

15 27. The method of claim 26 wherein said packaging has a product machine readable code, and said method further comprises the step of checking said label identification means and said product machine readable code before said adhering step.

20 28. The method of claim 27 wherein said method further comprises the step of picking said prescription product in customary packaging from inventory and diverting it to a customized graphics printing system prior to said checking step.

25 29. The method of claim 19 wherein said printing step is performed by a customized graphics printing system.

30 30. A customized graphics printing system for adding customized graphics to packaging for a prescription product comprising:  
a computer for receiving order information for a prescription product and for the customized graphics to be printed on the packaging for said prescription product; and  
a printer for printing out said customized graphics for said packaging for said prescription product.

35 31. The system of claim 30 further comprising a varnishing application apparatus for applying varnish to said packaging.

32. The system of claim 30 wherein said customized graphics is printed on a label, and each label has a unique identification means.

40 33. The system of claim 32 wherein each of said labels is for a particular ordered prescription product, and said system matches up said prescription product with said label.

34. The system of claim 30, further comprising a quality check station.

35. The system of claim 33, further comprising a label applicator.

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VTN-0458